

DATE : July 14, 2006

SUBJECT: Request for Proposal for Proposed BPA number RFP **FNS 06-131SAM** under GSA's **Advertising & Integrated Marketing Solutions (AIMS) 541-1** for the USDA/Food and Nutrition Service (FNS) Food Stamp Program's Spanish Media Outreach Campaign.

Dear Prospective Offeror,

USDA, Food and Nutrition Service is considering award of a blanket purchase agreement (BPA) in accordance with FAR Part 8, under GSA's **Advertising & Integrated Marketing Solutions** Schedule. Your firm's GSA schedule is being considered to fulfill this requirement. The purpose of this BPA is to establish a procurement vehicle that will satisfy FNS' need for the development and execution of a national Food Stamp Program media campaign focused on increasing program participation among eligible individuals and families. The campaign objective is to promote a positive perception of the Food Stamp Program nationwide. The key messages should educate potentially eligible individuals about the nutrition benefits of the Food Stamp Program and the role it can play in supporting working individuals and families. The contractor will develop a **three**-year campaign that includes innovative and creative products and marketing strategies. Initially, the contractor will use existing FNS resources developed under other contracts to facilitate a speedy implementation of the campaign. The Government intends to award additional orders in Fiscal Years **2007 and 2008**, depending upon the availability of funds and FNS' determination of a continued need for a national media campaign.

It is intended that this BPA will be utilized through September **2008**. The Government anticipates awarding fixed price task orders from the BPA. It is intended that this BPA will only be awarded to one contractor. It is intended that only the base BPA and task one (Year one 2006) will be awarded as a result of this solicitation. Other task including additional out years will be solicited as needed to the BPA holder.

**You are requested to submit a written technical and cost proposal in accordance with the attached Statement of Work (SOW) and solicitation document. Proposal will be due to the office specified below no later than 4:30 p.m. prevailing time on August 14, 2006. Please include an original and ten copies of your proposal. Submit your proposal to:**

USDA/Food and Nutrition Service  
Contract Management Branch, Rm. 228  
ATTN: **Sabrina Mathis**  
3101 Park Center Drive  
Alexandria, VA 22302

Any questions about the solicitation are due on **July 25, 2006** and may be emailed to [Sabrina.Mathis@fns.usda.gov](mailto:Sabrina.Mathis@fns.usda.gov).

Past performance information is required in advance of the proposal due date; no later than **July 28, 2006**. See Section L-4 of the solicitation document.

Your proposal must be prepared in accordance with Section “L” of the attached solicitation document; and will be evaluated in accordance with Section “M”.

This is a Total Small Business Set Aside. For purpose of this solicitation, North American Industry Classification System Code **541810** and the following standard applies: “a concern is small if its average annual receipts for its preceding three (3) fiscal years do not exceed 6 million dollars.”

Your proposal shall contain a statement, to the effect, that it is firm for a period of at least 120 days from the date set for receipt of proposals. Proposals in response to this solicitation will be valid for 120 calendar days.

Please be advised that this solicitation does not commit the Government to pay any costs associated with the preparation and submission of a proposal. Be further advised that the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this acquisition.

Leonard J. Green  
Contracting Officer  
**USDA/FNS**

Attachment